FORM 4

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

## **UNITED STATES SECURITIES AND EXCHANGE COMMISSION**

Washington,	D.C.	20549	
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STATEMENT	OF CHANGES	IN BENEFICIAL	OWNERSHIP

OMB APPROVAL 3235-0287 OMB Number: Estimated average burden 0.5 hours per response:

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

	Address of F	Reporting Person* HARD L						e <b>and</b> Ticke <u>ORP</u> [ IM		ding S	ymbol				ationship of k all applica Director	ble)	g Perso	n(s) to Issu 10% Ov		
(Last) 110 EAST SUITE 21	(Fii 59TH STI 00	ŕ	(Middle)		03	3. Date of Earliest Transaction (Month/Day/Year) 03/15/2011								X	X Officer (give title Other (specify below)  Chief Executive Officer					
(Street) NEW YO	RK N	Y	10022		_   4. _	If Am	endme	ent, Date of	Original	Filed	(Month/Day	(Year)		6. Ind Line)		ed by One	e Report	Check App ting Person One Report		
(City)	(St	ate)	(Zip)												Person					
		Та	ble I - No	n-Deri	ivati	ve S	ecur	ities Aco	uired.	, Dis	posed of	, or Be	nefi	cially	Owned					
1. Title of Security (Instr. 3)		2. Transaction Date (Month/Day/Year		- 1	2A. Deemed Execution Date, if any (Month/Day/Year)		3. Transaction Code (Instr. 8)		4. Securities Acquired (A) of Disposed Of (D) (Instr. 3, 4 a			or and 5)	5. Amount of Securities Beneficially Owned Following		6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)		7. Nature of Indirect Beneficial Ownership			
							Code	v	Amount	(A) c (D)	or P	rice	Reported Transactio (Instr. 3 an	on(s) id 4)			Instr. 4)			
common s	hares			03/1	.5/201	11			M		75,000 <sup>(1</sup>	(i) A	.   :	\$6.86	301,0	650		D		
common s	hares			03/1	5/20	11			D		75,000 <sup>(1</sup>	l) D	\$	27.08	226,0	650		D		
common s	hares														50,0	000		I	oy 'Gelfond 2001 Children's Frust"	
common s	hares														25,0	950		I	oy 'Pamela Gelfond Trust"	
common s	hares														25,0	950		I	oy 'Claudia Gelfond Trust"	
common shares													128,750		I		oy 'Richard Gelfond IRA"			
			Table II -								osed of,				wned					
Derivative Conversion Date Execurity or Exercise (Month/Day/Year) if		3A. Deemed Execution D if any (Month/Day	Date, Transaction Code (Inst		action	n Derivative		6. Date Exercisable and Expiration Date (Month/Day/Year)			7. Title and Amo of Securities Underlying Derivative Secu (Instr. 3 and 4)		nount	8. Price of Derivative Security (Instr. 5)	9. Numb derivativ Securitie Benefici Owned Followin Reporter Transact	Ownershi Form: Direct (D) or Indirec g (I) (Instr. 4		Beneficial Ownership (Instr. 4)		
					Code	v	(A)	(A) (D)		able	Expiration Date	Title		ount or ober of res		(Instr. 4)				
stock appreciation rights	\$6.86	03/15/2011			M			75,000 <sup>(1)</sup>	06/30/2	009	12/31/2017	common shares	75,	000(1)	\$0.00	225,0	000	D		

1. Pursuant to the Stock Appreciation Rights Automatic Exercise Plan adopted on December 21, 2010, 75,000 stock appreciation rights granted on December 31, 2007 were exercised. Mr. Gelfond's SARs exercise plan is scheduled to terminate on June 30, 2011.

Richard L Gelfond

03/15/2011

\*\* Signature of Reporting Person

Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

- \* If the form is filed by more than one reporting person, see Instruction 4 (b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.